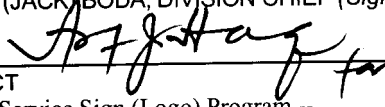


TRAFFIC OPERATIONS POLICY DIRECTIVE	NUMBER 03-03	PAGE 1 OF 3
JOHN A. (JACK) BODA, DIVISION CHIEF <i>(Signature)</i> 	DATE ISSUED 05/02/2003	EFFECTIVE DATE 01/01/2003
SUBJECT Specific Service Sign (Logo) Program -- Increased Population Beyond 5,000	DISTRIBUTION <input type="checkbox"/> All District Directors <input checked="" type="checkbox"/> All Deputy District Directors - Traffic Operations <input checked="" type="checkbox"/> All Deputy District Directors - Maintenance <input type="checkbox"/> All Deputy District Directors - Construction <input checked="" type="checkbox"/> All Deputy District Directors - Project Development <input type="checkbox"/> All Deputy District Directors - Transportation Planning <input checked="" type="checkbox"/> Chief, Division of Engineering Services <input checked="" type="checkbox"/> Chief Counsel, Legal Division <input type="checkbox"/> Publications (for Distribution to all holders of Traffic Manual) <input checked="" type="checkbox"/> Headquarters Division Chiefs for: Construction, Design, & Maintenance	
DOES THIS DIRECTIVE AFFECT OR SUPERSEDE ANOTHER DOCUMENT? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	IF YES, DESCRIBE Traffic Operations Policy Directive 01-02	
WILL THIS DIRECTIVE BE INCORPORATED IN THE TRAFFIC MANUAL? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	IF YES, DESCRIBE	

DIRECTIVE

The purpose of the Specific Service Sign (Logo) Program is to guide motorists to qualifying service businesses at or near rural freeway interchanges. For purposes of this Policy Directive, the term "sign" refers to the larger or overall guide sign, and the term "panel" refers to the smaller separate panels which are attached to the larger guide sign. The State of California Streets and Highways Code, Section 101.7 states: *"The department shall not approve the placement of any sign within any urban area designated by the United States Bureau of the Census as having a population of 5,000 or more."* This Policy Directive addresses signs placed in rural areas which have subsequently become urban areas based on population growth.

Chapter 576 of the 2002 Statutes (See attached), amends Section 101.7 of the Streets and Highways Code to include: *"The department may not remove an information sign that was placed before January 1, 2003, due solely to population growth in an urban area that results in a population of 5,000 or more but less than 10,000."* **Signs placed in an area with a population below 5,000 (based on the most recent Bureau of Census data available at the time of sign placement), shall remain in place until a new census, subsequent to the placement date, is conducted by the United States Bureau of Census showing a population greater than 10,000.**

The revised Section 101.7 also states: *"The department shall provide equal access to all business applicants."* In areas where the population has increased above 5,000, logo panels may be attached to existing Specific Service Signs, if space is available, up to a maximum of six panels per sign. **No additional signs shall be installed. When the maximum number of logo panels is reached on a Specific Service Sign, the logo panels of the more qualified business applicants, including businesses that have never participated in the program, shall have a higher priority to occupy spaces on the sign and shall replace the logo panels of the lowest priority business applicants.** Qualified business priority is determined using the point system established in Section 2112(b) of the California Code of Regulations.

IMPLEMENTATION

No new Specific Service signs shall be installed in a geographic area with a population over 5,000 as identified on maps prepared by the department based on the most recent United States Bureau of Census data.

When a geographic area exceeds a population of 5,000, Specific Service Signs in that area, which were in place prior to the population increase, shall remain in place until new census data shows population levels exceeding 10,000. The signs shall then be removed.

If checked, see continuation page(s).

BACKGROUND

For purposes of this Traffic Operations Policy Directive, the term "sign" refers to the larger or overall guide sign, and the term "panel" refers to the smaller separate panels which are attached to the larger guide sign.

This program was enabled by the passage of Assembly Bill 1257 in 1992. The Specific Service Sign (Logo) Program, commonly referred to as the Business Logo Signing Program, is designed to direct motorists, not familiar with the area, to "FUEL," "FOOD," "LODGING," and "CAMPING" services at or near rural highway interchanges. Additional information concerning this program can be found in the current Manual of Uniform Traffic Control Devices under Specific Service Signs. The California Code of Regulations provides administrative regulations for the Logo program in Title 21, Division 2, Chapter 19. This can be found on the world wide web at: <http://www.calregs.com>

The Department of Transportation enforces the provisions of the statutes and the Department's rules and regulations, to issue and deny permits, and to revoke issued permits for any violation of the statutes or the rules and regulations.

If checked, see continuation page(s).

DEFINITIONS

When used in this Traffic Operations Policy Directive, the text shall be defined as follows:

- 1) **Standard** - a statement of required, mandatory, or specifically prohibited practice. All standards text appears in **bold** type. The verb **shall** is typically used. Standards are sometimes modified by Options.
- 2) Guidance - a statement of recommended, but not mandatory, practice in typical situations, with deviations allowed if engineering judgement or engineering study indicates the deviation to be appropriate. All Guidance statements text appears in underlined type. The verb should is typically used. Guidance statements are sometimes modified by Options.
- 3) Option - a statement of practice that is a permissive condition and carries no requirement or recommendation. Options may contain allowable modifications to a Standard or Guidance. All Option statements text appears in normal type. The verb may is typically used.
- 4) Support - an informational statement that does not convey any degree of mandate, recommendation, authorization, prohibition, or enforceable condition. Support statements text appears in normal type. The verbs shall, should and may are not used in Support statements.

ATTACHMENTS

Chapter 576, Statutes of 2002 (AB 1923, Dickerson), to amend Section 101.7 of the Streets and Highways Code.

Assembly Bill No. 1923

CHAPTER 576

An act to amend Section 101.7 of the Streets and Highways Code, relating to highways.

[Approved by Governor September 14, 2002. Filed with Secretary of State September 16, 2002.]

LEGISLATIVE COUNSEL'S DIGEST

AB 1923, Dickerson. Highway exit information signs.

Existing law requires the Department of Transportation to allow the placement of information signs on highways in rural areas. The signs are required to be placed near freeway exits and to identify specific roadside businesses offering fuel, food, lodging, or camping services. Under existing law, the Department of Transportation is prohibited from approving placement of the signs in any urban area with a population of 5,000 or more.

This bill would prohibit the department from removing information signs placed before January 1, 2003, in any urban area where population growth results in a population of 5,000 or more but less than 10,000. The bill would also require the department to provide equal access to all business applicants.

The people of the State of California do enact as follows:

SECTION 1. Section 101.7 of the Streets and Highways Code is amended to read:

101.7. (a) The department shall adopt rules and regulations which allow the placement near exits on freeways located in rural areas, of information signs identifying specific roadside businesses offering fuel, food, lodging, or camping services and which prescribe the standards for those signs.

(b) The department shall provide equal access to all business applicants.

(c) The department shall not approve the placement of any sign within any urban area designated by the United States Bureau of the Census as having a population of 5,000 or more.

The department may not remove an information sign that was placed before January 1, 2003, due solely to population growth in an urban area that results in a population of 5,000 or more but less than 10,000.



(d) The information signs may be placed near the freeway exits in addition to, or in lieu of, other highway signs of the department, but not in lieu of on-premises or off-premises highway oriented business signs and directional signs.

(e) The department shall establish and charge a fee to place and maintain information signs in an amount not less than 25 percent above its estimated cost in placing and maintaining the information signs. The department shall annually review the amount of that fee and revise it as necessary. Funds derived from the imposition of the fee, after deduction of the cost to the department for the placement and maintenance of the information signs, shall be available, upon appropriation by the Legislature, for safety roadside rest purposes.

